

# ORGANIC MARKET NEWS



DECEMBER 2 - DECEMBER 9, 2022

## ORGANIC MANDARINS FOR DECEMBER



December will be prime time for promoting easy-to-peel and tasty **Organic Mandarins** from California!

There are two varieties in season:

- **Organic Satsuma Mandarins**, which are known for rich, juicy flavor and puffy skins that make them super easy to peel
- **Organic Clementine Mandarins**, which are approachable for all palates and are very familiar.

**Organic Mandarins** will be in good supply in both bulk and bagged options, making it a great time to increase display size and get behind in-store specials or ads for December.



### OG CALIFORNIA CITRUS

**Organic Navel Oranges** are in excellent supply with great sizing and quality.

The first of the California **Organic Blood Oranges** are expected the second week of December.

California **Organic Grapefruit** prices are easing slightly but with the USDA marketing order in place restricting Mexican product, this season's supplies and prices are expected to remain firmer than in past years without the imports.

**Organic Lemon** supplies are excellent. Expect promotable volumes and improving quality.



### OG APPLES

For December, there will be some opportunities to promote **Organic Rockit** and **SugarBee Apples**. These innovative varieties, branding, and packaging can help differentiate your produce department.

The new crop of Washington **Organic Cosmic Crisp** and **Lady Alice Apples** is expected to arrive around 12/6.

**Organic Ambrosia, Autumn Glory, Envy, Kanzi, Piñata, Pink Lady, and Opal Apples** are now available for adding high-flavor apples to your selection.

Washington **Organic Gala, Fuji, Granny Smith, and Honeycrisp Apples** are in somewhat limited supply with rising prices as shippers are pacing out their packing as they transition from fresh crop to their controlled atmosphere storage later in winter.



### OG BERRIES

**Organic Blackberry** prices continue to be very promotable as farms continue to flush out of Mexico. Quality has been excellent. Continue to push **Organic Blackberries**!

**Organic Blueberry** prices are rising as volume out of Peruvian imports slow down. Less fruit is being shipped in as harvests slow down. Quality has been outstanding. Mexico/USA does have limited availability as well, but pricing is rising as fruit is extremely limited.

**NOTE: Organic Raspberries** will become tight. Harvests have slowed down, creating pro-rates and higher prices to slow down demand. Quality has been excellent.

**ALERT! Organic Strawberry** prices remain high with limited availability. Florida is still a few weeks away from harvesting. Baja, Mexico is also delayed about 2-3 weeks. Central Mexico is the only region harvesting and availability remains light. Expect slight pro-rates with higher prices.





## OG BEANS

**Organic Green Bean** yields have substantially increased in Mexico following Thanksgiving. As December begins with improved volume, expect price decreases and potential promotions in early December. Covilli's "Fair Trade" program should be highlighted to help promote a great program.

10/1lb **Organic French Beans** are back in stock with steady availability finally out of Guatemala. Quality is excellent and pending any crazy weather, we should be set heading into Christmas.



## OG PEPPERS

**Organic Color Bell Peppers** are experiencing improving volumes from Israel in early December, providing some price relief. Canadian production will be ending in early December, but Mexico will begin to increase. Expect improved conditions for December.

**NOTE:** **Organic Mini Sweet Peppers** remain limited but are available at an elevated price.



## OG TOMATOES

**Organic Cherry Tomatoes On-the-Vine** in bulk and packages are selling very well from Savoura. Consumers are coming back for this variety.

**Organic Beefsteak** and **Cluster Tomato** prices are expected to remain steady with decent supplies arriving from Savoura. Quality has been excellent, and availability is plentiful.

**NOTE:** **Organic Grape Tomatoes** are low in volume, but we do have some availability out of Mexico and Florida already at this point. Expect higher pricing than usual during December.



## OG CUCUMBERS

12ct **Organic Euro Seedless Cucumbers** are expected to be promotable as we head towards mid-December. Quality and availability have been excellent with multiple regions producing.

**Organic Mini Seedless Cucumbers** prices start to ease toward middle of December with new crop Canadian product bringing on more volume.



## OG HARD SQUASH

We are back in stock on new crop **Organic Kabocha** and **Delicata Squash** out of Mexico.

**Organic Spaghetti, Acorn, and Butternut Squash** are also now fully transitioned over to new crop Mexican growing regions. Pricing is expected to be steady, and quality is very nice.



## OG CELERY

**NOTE:** **Organic Celery** from California has begun to tighten in supply. Harvests will be in lighter volumes and price increases are expected for early December.

Market conditions are expected to be unfavorable for the entirety of December and into January before the desert growing regions begin.



## OG ASPARAGUS

**Organic Asparagus** prices are expected start to drop as we head into mid-December. Mexico is coming into full swing with plenty of availability, and quality is excellent so plan for more promotability.



## OG CABBAGE

**Organic Green** and **Red Cabbage** from Lady Moon Farms in Punta Gorda, FL will begin harvests in early December with outstanding quality.

Volumes are expected to begin strong and continue throughout the entirety of their season.



## OG GREENS

**Organic Greens** from Lady Moon Farms in Punta Gorda, FL are in full swing with peak availability and premium quality.

Look for promotional opportunities throughout the month on top-notch products like **Organic Lacinato** and **Green Kale, Collards**, and more!





## OG BRUSSELS SPROUTS

**Organic Brussels Sprouts** volumes remain limited for early December, but volumes are expected to increase throughout the month.

Seasonal **Organic Brussels Sprouts** growers, like Covilli, typically begin harvests between mid-December and mid-January. Supplies from some Mexican growers have increased and will help provide relief. Expect prices to gradually increase as supply volume improves, and then promotability in January.



## OG WARM VEG

**Organic Cucumbers, Eggplant, Green Bell Peppers, Zucchini, and Yellow Squash** have excellent availability in early December.

**Organic Green Bell** and **Jalapeño Peppers** will begin from Lady Moon Farms in early December with great quality and availability.

**Organic Cucumbers** and **Zucchini Squash** have excellent availability, quality, and pricing from Mexico in early December. Mexican shippers also have improving volumes of **Organic Eggplant** and **Green Peppers**.



## OG BROCCOLI & CAULIFLOWER

**Organic Sweet Baby Broccoli** will be promotable for early December.

**NOTE:** **Organic Broccoli** and **Cauliflower** growers are experiencing erratic production, resulting in elevated prices. North Carolina production will begin to wind down in early December. El Centro, CA and Yuma, AZ continue to struggle with volume in the early season. Quality has remained strong. Expected current market conditions to continue through the Christmas holiday.



## OG LETTUCE

**ALERT!** **Organic Lettuce** from California remains extremely limited as early season Yuma and El Centro production has not begun as expected. Limited availability and elevated prices are expected to continue through the Christmas holiday.

**ALERT!** **Organic Romaine Hearts** and **Iceberg Lettuce** will remain a struggle as California production is the only option.

Lady Moon FL production on **Organic Green** and **Red Leaf**, as well as **Organic Romaine Lettuce** have begun. Expect this top-notch product to provide relief to the California prices.



## OG GRAPES

**Organic Grapes** have finished up in California and we are now into the beginning of new crop out of Peru, including some nice varieties.

We will have **Organic Red (Crimson)** and **Organic Greens (Sweet Globe)** **Grapes** available going forward but will gap on **Organic Black Grapes**. Expect future prices to increase on this market.



## OG TROPICALS

**Organic Hass Avocados** continue to be in great supply and pricing remains promotable out of Mexico.

**Organic Kent** and **Tommy Atkins Mangos** are available from Ecuador for the beginning of December. Limited availability has kept pricing a little higher.

**Organic Royal Star Papayas** are somewhat limited due to the cooler weather. This product is now Fair Trade Certified.

**Organic Feijoa, Passion Fruit, and Kiwano Melons** will all be available in limited supplies from CA.

## OTHER STORIES

- **Organic Cantaloupes** are being harvested out of Mexico in a small way, but we will be gapping on **Organic Honeydews**.

- 8ct **Organic Mini Seedless Watermelons** are available with steady supplies. Quality out of Mexico has been excellent.

- **Organic Chestnuts** will be featured in a 'ready to eat pack'. These are sold in an 18/3.5oz pack and will be available throughout the holidays!

- The last of New Zealand **Organic Green Kiwi-fruit** will be available for the beginning of December. **Organic SunGold Kiwifruit** from Zespri is grown in Italy. This fruit is slightly more expensive than pricing from New Zealand over the summer. Volumes are far less from Italy.

Several new organically grown items are available as we kick off December from Florida! **Organic Black Sapote, Sapodilla, Starfruit, and Eggfruit (Canistel)** are all available.



# WONDERFUL CITRUS "HALOS" DISPLAY CONTEST

DEC 12, 2022 - JAN 8, 2023



With the calendar now on the last page, let's finish out our awesome display contest year with a bang with an item that's on everyone's shopping list - "Halos" mandarins from our partners at Wonderful Citrus.

This is a volume driver for sure and with the high graphic point of sale bins and boxes that are available there are a myriad of ways to get creative with displays get customers excited in your stores! With a BIG prize package offered and BIG sales and profit possibilities for your department and store, this sets the stage for an awesome month of selling "Halos" brand mandarins!

## CRITERIA:

- Build an AWESOME display of Wonderful Citrus "Halos" in your department! Fruit **MUST** be purchased from Four Seasons Produce. Codes included in the display contest are listed below.
- You must purchase **a minimum of 10 cases** throughout the promotion to qualify for entry.
- All displays **MUST** utilize the Wonderful Citrus "Halos" point of sale bins or boxes to qualify for entry.
- All displays **MUST** remain up for at least one week.
- Send all display contest photos to [contests@fsproduce.com](mailto:contests@fsproduce.com) by Friday, January 13, 2023.

## PRIZES:

### LARGEST DISPLAY:

1<sup>ST</sup> PLACE: **\$500**

2<sup>ND</sup> PLACE: **\$400**

3<sup>RD</sup> PLACE: **\$300**

4<sup>TH</sup> PLACE: **\$200**

5<sup>TH</sup> PLACE: **\$100**

### MOST CREATIVE:

1<sup>ST</sup> PLACE: **\$500**

2<sup>ND</sup> PLACE: **\$400**

3<sup>RD</sup> PLACE: **\$300**

4<sup>TH</sup> PLACE: **\$200**

5<sup>TH</sup> PLACE: **\$100**



5 HONORABLE  
MENTIONS:  
**\$50**

(SEE PAGE 2 FOR PRODUCE & POS CODES)



PHONE: 800.422.8384

| [www.fsproduce.com](http://www.fsproduce.com)





# IT'S THE MOST Wonderful TIME OF THE YEAR!

## PRODUCT CODES:

14042 - CV Mandarins CA 15/2 lb Halos  
 13947 - CV Mandarins CA 10/3 lb Halos  
 222670 - CV Mandarins 4/5 lb Halos Gift Box



CODE: 14042



CODE: 13947



CODE: 222670

## POS CODES:

232889 - POS Display Bin Halos 1 ea  
 79898 - POS Display Tractor 1 ct  
 232887 - POS Display Truck Halos 1 ea  
 232888 - POS Display Wrap Halos 1 ea



CODE: 232889



CODE: 79898



CODE: 232887



CODE: 232888

Wraps  
around 3  
Halos  
bin bases

# LITTLE POTATO COMPANY HOLIDAY CONTEST

11/20/22 - 01/02/23

The Holiday Season is quickly approaching. Thanksgiving, Christmas, Hanukkah, and New Years are all before us and with them come lots of gatherings, parties and large meals. Food is the centerpiece of each of these holidays and produce is one of the key ingredients. This year Little Potato Company and Four Seasons Produce will be teaming up to help create a holiday campaign to drive new customer trial and repeat purchases for loyal customers. What better way then with a potato that can be used in so many ways. They can be roasted, steamed, boiled, grilled, mashed and smashed.

The goal is to deliver ideas to your shoppers on great tasting side dishes that will enhance these important and traditional meals. We are looking to drive excitement in your store but more importantly with your shoppers. We want to drive sales and push for incremental volume. Our contest will focus on the 3lb and 1.5lb bags. We will have high graphic bins and some POS materials to generate extra attention to your display or shelf space. If you are interested in building a display and selling more Little Potatoes during this busy season, please contact your Four Seasons Sales Rep and Merchandiser. They will be happy to help and build you an attractive display.

## CRITERIA:

1. Displays must be built using the 3lb and 1.5lb bags of Little Potatoes
2. High graphic POS bins need to be utilized
3. A minimum of 8 cases on display
4. Displays in place for a minimum of 2 weeks
5. Produce must be purchased from Four Seasons Produce
6. Photos need to be sent to [contests@fsproduce.com](mailto:contests@fsproduce.com)
7. All photos must be received by 1/6/2023



## PRIZES:



**1<sup>ST</sup> PLACE**  
**\$300 VISA**  
**GIFT CARD**

**2<sup>ND</sup> PLACE**  
**\$250 VISA**  
**GIFT CARD**

**3<sup>RD</sup> PLACE**  
**\$150 VISA**  
**GIFT CARD**

**4<sup>TH</sup> PLACE**  
**\$100 VISA**  
**GIFT CARD**

## CODES:

- 218906 - Boomer Golds 3lb bag
- 218908 - Terrific Trio 3lb bag
- 218909 - Dynamic Duo - 3lb bag
- 218907 - Blushing Belle - 3lb bag
- 218975 - POS Empty Display Bins
- 213073 - Blushing Belle 1.5lb bag
- 213062 - Boomer Gold 1.5lb bag
- 213075 - Fingerlings 1.5lb bag
- 213074 - Terrific Trio 1.5lb bag
- 222803 - Creamer Potatoes 1.5lb bag







SugarBee  
Apple



rockit



# SUGARBEE® & ROCKIT® APPLE DISPLAY CONTEST

**DECEMBER 5, 2022 - JANUARY 1, 2023**

Do you want to see your produce sales "Rockit", add some sting, and drive volume in your apple category? SugarBee apple season is here and we are celebrating the arrival of this customer favorite with a display contest filled with great prizes, great sales potential and surely, a lot of great fun! Four Seasons Produce has partnered with Chelan Fresh to bring you this amazing contest sure to create a buzz in your store and a blastoff in your sales and profits. This year we are throwing in the super cool, super crisp Rockit apple into the mix and you, nor your customers will be disappointed with this small apple with a monster crunch! This is a great opportunity to showcase the SugarBee and introduce the Rockit to your customers; once they have a bite, they are sure to return to your "hive" for more!

## DISPLAY CONTEST CRITERIA:

- Build a super awesome display of SugarBee and Rockit apples in your produce departments. All fruit **MUST** be purchased from Four Seasons Produce.
- A minimum of 8 cases of SugarBee apples need to be purchased over the contest period time and a minimum of 2 cases of Rockits must be purchased over that same time.
- Displays can be built with conventional or organic fruit, but we recommend carrying both (where applicable) to maximize exposure and target both customers.
- Utilize the high graphic display bins (codes below) and boxes in your display to highlight the SugarBee and Rockit brands.
- All displays must be up for a minimum of one week.
- \*Send all contest display photos to [contests@fsproduce.com](mailto:contests@fsproduce.com) by Friday, January 6, 2023.

## "THE QUEEN BEE" GRAND PRIZE

An all-expense paid trip out to Washington State to meet the growers and tour the orchards and packing facilities.

Date is not yet determined but we are targeting the Fall apple and pear harvest season.

Grand Prize winning display will be judged on creativity, use of SugarBee/Rokit point of sale and overall eye appeal!



### "THE BEE HIVE"

Largest Display:

**1ST: \$300**

**2ND: \$200**

**3RD: \$100**

**HONORABLE MENTION**

### "THE HONEY COMB"

Most Creative Display

**1ST: \$300**

**2ND: \$200**

**3RD: \$100**

**HONORABLE MENTION**

### "THE POLLINATOR"

Best Organic Display

**1ST: \$300**

**2ND: \$200**

**3RD: \$100**

**HONORABLE MENTION**

#### ORGANIC:

Code 233566

OG Rockit 6/3lb

Code 226404

OG SugarBee Apple 12/2lb High Graphic Pouch Bag

Code 222328

OG SugarBee Apple 80/88 WXFP

#### CONVENTIONAL:

Code 222529

CV SugarBee 72/88ct

Code 229274

CV Rockit 6/3lb Pouch Bag



CODE: 223135  
POS Display Pop Up Bin #1



Code: 226771  
Rockit Pop up display

CODE: 222612 - Empty  
SugarBee Box

So, it's time to start dreaming up your next display contest winner! "Bee" creative, have fun, and use this promotion to introduce your customers to the incredible SugarBee and Rockit Apple!



PHONE: 1.800.422.8384 | FAX: 1.717.721.2597 | [www.fsproduce.com](http://www.fsproduce.com)



# CONVENTIONAL MARKET NEWS

DECEMBER 2 - DECEMBER 9, 2022

## CALIFORNIA ORANGE PEAK SEASON



The **Navel Orange** crop in California is shaping up to be a really good one with plenty of volume and nice quality. December is the start of peak season and promotability will just continue to get better right through March.

California **Navel Oranges** are available in all sizes, including better volumes ramping up on the XL and jumbos. Look for promotable pricing on bagged California fruit through January, especially on the 12/3lb option, which many shippers are starting to focus on to allow good retail price points. Sunkist 10/4lb and 6/8lb will also be in stock.

“**Vintage Sweets**” Heirloom Navel Oranges will be in season in mid-December, and then available to promote headed into January in a 12/3lb bag.

**Cara Cara Oranges** (pink flesh navels) are now starting up for the season. **Blood Oranges** will begin in mid-December.



### CV CITRUS

California “Halos” brand **Mandarins** continue to be excellent in both 10/3lb and 15/2lb bags, and we will start carrying the 4/5lb box and 12/6lb bag. The “Halos” Display Contest starts in mid-December!

**Stem & Leaf Satsuma Mandarins** from California are in peak season for December. Traditional 5lb gift boxes of **Clementine Mandarins** from Spain and Morocco are also available.

**Grapefruit** is in much better supply with Texas and Florida in full swing with outstanding quality. Texas **Grapefruit** will be promotable for December.

**Pummelos** from California are in season. 12ct cases are in stock and jumbo 6sz display bins are available by request.

**Lemons** are showing excellent quality and good supply. **Seedless Lemons** and **Meyer Lemons** are also in great supply. **Limes** out of Mexico continue to present better quality with the market at steady lows. Expect pricing to jump in the upcoming weeks.

Florida is up and running with **Juice Oranges**, **Tangerines**, and **Satsuma Mandarins**.



### CV APPLES & PEARS

Eastern **Apples** continue to be promotable with good supplies on most varieties. Some varieties are a little light on the large size fruit. **Rome** and **Ruby Frost Apples** are now in season.

Western **Apple** supplies are not as strong with shippers finishing up the last of their fresh pack fruit. Storage fruit is locked up in Controlled Atmosphere (C.A.) rooms, and this is creating sporadic shortages and some upward price pressure.

The first of the new crop **Cosmic Crisp Apples** are expected to arrive from Washington during the week of 12/5. The delay in shipping was purposeful to let the fruit mature on the trees so a more consistent excellent eating experience should be expected over past seasons.

**NOTE:** Washington **Gold Delicious Apples** are in limited supply this season.

Washington **Green Anjou**, **Red Anjou**, **Seckel**, **Asian**, **Bartlett**, **Bosc**, **Comice**, **Forelle**, **Happi**, and **Starkrimson Red Pears** are all in good supply.

Expect some of the **Specialty Pears** to run out before the end of December, leaving a good supply of the core varieties to continue until imports begin mid-winter.



### CV BERRIES

**Blueberry** prices remain promotable overall. Quality has been excellent out of Peru and supplies remain strong. Prices are expected to rise towards the end of the month as supplies are expected to slow down.

Driscoll's “**Sweetest Batch**” **Blueberries** are in season from Mexico and tasting great.

**Raspberry** prices will be steady. Harvests are beginning to slow down out of Mexico, creating a rise in prices. Quality has been sharp.

**Blackberry** prices remain promotable. Harvests are strong out of Mexico and quality has been excellent.

**ALERT! Strawberry** prices remain very high. Florida has started harvests with very limited availability. Demand continues to exceed supply and market prices remain very strong. Rain is expected to completely finish up the California deal. Quality out of Mexico has been excellent with the steadiest harvests and availability.





## CV MELONS

**NOTE:** Watermelon prices continue to be high as availability from Mexico is very light. Florida will continue to harvest for another 2-3 weeks but availability does remain light overall as crews harvest every other day. Fruit has been excellent.

**Cantaloupes** have transitioned into imports from Guatemala. Quality has been outstanding on arrival on both 9ct and 12ct.

**Honeydews** are increasing a bit in price but remain plentiful in supply with different regions still going.



## CV CUCUMBERS

**Euro and Mini Seedless Cucumbers** will be very promotable as we head into mid-December. Quality is excellent and there is plenty of availability with shippers looking to deal.

**Super Select Cucumbers** are expected to remain steady as we head into mid-December. Quality out of Mexico is fantastic, and we will continue to source from that region as well as Florida.



## CV CELERY

**Celery** prices are up as quality issues have emerged in upcoming fields. We are likely to see higher prices into January.



## CV TROPICALS

**Hass Avocado** supplies are steady, but Mexican growers have pulled back on harvesting volumes as come through Thanksgiving and to start December. This has caused a minor price increase as we start the month, even still, **Hass Avocados** will be promotable.

**Pineapple** supplies will firm up over the first few weeks of December.

**Mangos** continue to be in tighter supply until Peru starts with fruit in a few weeks.

**Ataulfo Honey Mangos** from Ecuador and Peru have been very limited and prices have been higher. Quality has been good.



## CV LETTUCE

**ALERT!** Lettuce transition out of California and into the winter desert growing regions has been a challenge to say the least. All-time pricing highs continue on as Yuma, AZ struggles to get to size. **Iceberg, Red Leaf, and Romaine Hearts** are taking the hardest hits and are the least available.

Better availability is by no means back to yields needed for these prices to nosedive. As weeks go by, and we all anxiously wait for relief in **Lettuce** prices, there is now potential for this poor yield and high price situation to continue through much of December.



## CV POTATOES

Idaho **Count Russet Potato** prices have leveled off a bit as product availability improved in late November. Expect this market to remain steady or possibly get just a bit tighter as we head into Christmas.



## CV KIWIFRUIT

**Green Kiwifruit** supplies going forward will shift to California, Chile, and Italy. Import fruit supplies will be tight until the beginning of November. Pricing is slightly up.

California grown **"Mighties" Green Kiwifruit** clamshells will be available in good supply. These will be offered in a 16/1lb clamshell.

**SunGold Kiwifruit** is available from Italy. Pricing from Italy is slightly more expensive.



## CV BROCCOLI & CAULIFLOWER

**Broccoli Crowns** are available from the south-east as well as Mexico and CA. Demand seems to be picking back up, which is pushing prices up somewhat. Overall, it's still one of the better veg items to promote.

Local **Cauliflower** has finished for the season. CA had a quick push on 12ct **Cauliflower** but expect tight prices leading into the holiday.

12ct **Purple** and **Orange Cello Cauliflower** are back! **Green Cauliflower** is still struggling and expected to gap until mid-December.



## CV HARD SQUASH

New crop Mexican grown **Butternut Squash** will be here in early December, which will bump price up slightly as we head into the new growing region. **Acorn** and **Spaghetti Squash** are still coming out of Michigan with very nice quality and steady pricing.





## CV CHERRIES

**Rainier and Dark Sweet Cherries** continue out of Chile by air freight. Prices are firm to start the month, but many vessels are on the water with expected arrivals in mid-December when prices should start to drop. January looks to be a promotable time for **Cherries**.



## CV GRAPES

**Grapes** will fully transition into new crop imports with some California fruit floating around in inventory for early December. We will continue to carry LG, XL, and Jumbo sizes in both **Red** and **Green**.

We have import **Black Grapes** and **Jumbo Premium Red and Green Grapes** in house now.



## CV ASPARAGUS

**Asparagus** prices are expected to ease as we head into mid-December with better availability out of Mexico. This will start to take the pressure off Peru. Quality is excellent out of Peru and Mexico. This is expected to be a good item to promote for Christmas.



## CV PEPPERS

11lb **Hothouse Pepper** prices will increase as we head into mid-December. Canada will be cleaning up and gapping until Mexico starts ramping up production. **Red Peppers** will remain steady. Quality and availability have been excellent. We continue to carry jumbo size.

15lb **Elongated Sweet Red Pepper** prices will remain steady out of California and Mexico heading into mid-December. Quality has been excellent.

**Mini Mix Sweet Peppers** are expected to tighten a bit heading into mid-December. Quality is good. There is product available in Mexico, USA, and Canada but availability is not there yet to see the steep drop in promotable pricing. It is unknown if we will see prices ease before the Christmas season.



## CV BEANS

**Green Bean** prices are expected to hold steady for now but could decrease as we head towards the end of December. Product will be available in Florida and Mexico, lately Florida has had superior quality. We are receiving lid pricing for **Green Beans** as we head into Christmas. Please ask your sales rep for more information to pre book as we get closer. Beans are expected to be a good item to promote for Christmas.

10/11lb **French Beans** are back in house with steady availability finally out of Guatemala. Quality is excellent, and pending any crazy weather, we should be set heading into Christmas.



## CV TOMATOES

24oz **Cherubs Snacking Tomatoes** from Nature-Sweet continue to be available with an after-purchase rebate. Talk to your sales rep for more information.

**NOTE: Grape and Cherry Tomato** prices will remain high heading into mid-December with little availability from other regions and Florida having little to no product. Mexico and Canada are helping to supply the east coast.

**NOTE: Vine Ripe Round Tomato** prices are very high from Florida and Mexico with little product available and more demand as we head towards mid-December. Better availability will not be seen until about middle of December.

**Cluster Tomatoes** is expected to remain steady for now. There is word that some folks are packing volume fill 25lb 6x6 and 6x7 cases with stripped **Clusters** since the round market is so high right now. This may eventually affect the **Clusters** market. Quality has been excellent and there is still product out of Mexico, Canada, Ohio, and New York.

**Beefsteak Tomato** prices are increasing as we head into mid-December. Canadian shippers are packing into 2-layer 4x4 and 4x5 boxes to make some extra money since the vine ripe market is so high. Because of this, it is driving up the market on beefsteaks as well.

**Roma Tomato** prices are expected to remain steady. Quality is excellent and availability will be steady.

## OTHER STORIES

- **Eggplant** will be promotable as we head into mid-December. Quality and availability have been great out of Mexico, Florida, and Georgia.
- **Green and Yellow Squash** are expected to stay steady out of Mexico and Florida heading into mid-December.
- 12ct and 24ct **Artichokes** are in limited availability with product gaps for the month of December.
- **Black Mission Figs** will be steady in 12/8oz clamshells from Mexico.

- POM Wonderful **Pomegranates** and **Pomegranate Arils** will be steady for the start of December.
- Both **Fuyu** and **Hachiya Persimmons** continue to be steady.
- Italian **Chestnuts** will be offered in 25lb mesh bags this year. These **Chestnuts** will be a AAAA Premium size and will be available through the December holidays.



# DECEMBER HOLIDAY MERCHANDISING

**HANUKKAH 2022 BEGINS:** SUNDAY, DECEMBER 18 (BEGINS AT SUNDOWN)

**CHRISTMAS DAY 2022:** SUNDAY, DECEMBER 25 **NEW YEAR'S DAY 2023:** SUNDAY, JANUARY 1

The December holidays are filled with ethnic, religious and cultural traditions that influence your customers' food choices. Understand the preferences of your shoppers? Know your customers and the cultural make-up of the neighborhoods near your store. This will aid you in creating merchandising and sales opportunities by catering to their individual needs through fresh produce variety, displays and special offerings, as well as inspiring meal or party ideas.

Use this checklist of suggestions and tips to help you plan so you can please your customers and set sales records in your produce department this Holiday season.

## TRADITIONAL "MUST-HAVES" CHECKLIST

### VEGETABLES

- ☐ Asparagus
- ☐ Artichokes
- ☐ Beans - Green & French
- ☐ Beets
- ☐ Broccoli
- ☐ Sweet Baby Broccoli
- ☐ Brussels Sprouts & Stalk Brussels Sprouts
- ☐ Cabbage - Green, Red, & Savoy
- ☐ Carrots - Baby/Whole
- ☐ Cauliflower
- ☐ Celery & Celery Hearts
- ☐ Collard Greens
- ☐ Escarole & Endive
- ☐ Fennel/Anise
- ☐ Fresh Herbs
  - ☐ Poultry Mix
  - ☐ Sage
  - ☐ Rosemary
  - ☐ Thyme
  - ☐ Chives
  - ☐ Parsley
- ☐ Mushrooms - White
- ☐ Sweet Peppers & Cucumbers
- ☐ Tomatoes - Snacking varieties

### FRUIT

- ☐ Apples Snacking - large sizes & club varieties
- ☐ Apples Baking- McIntosh, Cortland, & Rome
- ☐ Avocados
- ☐ Berries
- ☐ Cranberries
- ☐ Melons
- ☐ Grapefruit
- ☐ Mandarins - Clementines & Satsumas
- ☐ Oranges - Navel
- ☐ Pummelos
- ☐ Pears - All Varieties
- ☐ Persimmons - Fuyu & Hachiya
- ☐ Pineapples
- ☐ Pomegranates - Whole & Arils

### BAKING

- ☐ Nuts - In-Shell & Shelled
- ☐ Chestnuts
- ☐ Pistachios
- ☐ Raisins & Dried Cranberries
- ☐ Dates
- ☐ Glacé/Candied Fruit

### DECORATIVE

- ☐ Fresh Cut Flowers
  - ☐ Poinsettias
  - ☐ Fresh Wreaths
  - ☐ Norfolk Island Pines
- \*\*All items pre-ordered*

### HARD GOODS

- ☐ Garlic
- ☐ Parsnips
- ☐ Rutabagas
- ☐ Onions - Pearl, Cipollini, & Shallot
- ☐ Onions - Sweet & Yellow
- ☐ Potatoes - Russet, White, Red, & Gold
- ☐ Sweet Potatoes (Yams)

### VALUE ADDED

- ☐ Cole Slaws & Salad Mixes
- ☐ Stuffing Mix
- ☐ Cubed Butternut Squash
- ☐ Cut Vegetable Florets
- ☐ Snipped Green Beans
- ☐ Fruit And Vegetable Trays
- ☐ Cored Pineapples
- ☐ Cut Fruit
- ☐ Chopped Collard and Kale
- ☐ Sparkling Juice

## THE 12 TIPS & REMINDERS TO HELP YOU THIS DECEMBER

### 1. NUT & DRIED FRUIT DISPLAYS

Nut & Dried Fruit Displays should include: In-shell and Shelled Nuts, Raisins, Dates, Medjool Dates, Chestnuts, Dried Figs, String Figs, Nut trays and a variety of Pistachio packs. Ask your rep about the brands and programs we offer on organic and conventional.

Take a good look at your inventory on Glacé/Candied Fruit and holiday shipper displays around December 12th - 15th to make sure that you have it all out on the sales floor. Consider reducing the retail so you don't carry it over past the holiday. Turn your cash over and start out fresh next year.

### 2. PARTY TRAYS & GIFT BASKETS

These are a MUST during the holidays for those hosting parties or going to gatherings! Veg and fruit trays sell very well during December. Plan out your orders with your Four Seasons rep.

Many independent retailers find success in packing their own custom fruit and gift baskets in store. Gone are the days of red delicious, globe grapes, and FL navel. Include modern varieties like premium CA navels, WA fuji, granny smith, and honeycrisp. Premade fruit baskets may be available by pre-order from Four Seasons as well. Merchandise gift boxes of oranges and mandarins too.

### 3. EASY-PEEL MANDARINS

Easy-peel Mandarins, for snacking and giving, continue to become more popular around the holidays. Offer Clementine and Satsuma Mandarins in 2 or 3lb bags. Keep a few gift boxes around. Loose or tote bag displays of Stem & Leaf Mandarins can really make a statement!



#### 4. CONVENIENCE PRODUCTS SAVE HOSTS' TIME

Cored Pineapples, Cubed Butternut, Microwave Green Beans, Pomegranate Arils, cut vegetable bags, Vegetable Spiral Noodles, and pre-ordered fresh cut fruits and vegetables will sell well all month, especially right before Christmas and New Year's Day. Are you prepared to have these incremental sellers in stock? Don't forget the Fresh Salsa and Guacamole!

#### 5. DECEMBER HOLIDAYS ARE HISTORICALLY MORE FRUIT FOCUSED

December is more fruit focused than Thanksgiving, which was more about vegetables. Expand fruit variety with Coconuts, Kiwifruit, Persimmons, Pomegranates, Mangos, Papayas, Melons, varietal Pears, all fresh Berries, Pineapples, Clementines, Satsuma Mandarins, Pummelos, and other fresh Citrus. December is a great time to promote Organic Specialty Citrus from Buck Brand.



#### 6. HERBS & STUFFING INGREDIENTS

Herb & Stuffing ingredients sell well but not as much as a Thanksgiving, as more different meats are cooked for the holiday feast. Pay attention to parsley, rosemary, thyme, sage, poultry blend, celery, and celery hearts.

#### 7. HIGHLIGHT GREAT HOLIDAY MOVERS

Green Beans, Broccoli, Cauliflower, Brussels Sprouts (both loose and on the stalk to create excitement in your veg displays), Asparagus, Fresh Cranberries, Green Cabbage, Cole Slaw Mixes, Yukon or Red Potatoes and Pearl and Boiler onions are popular holiday dinner side dishes.



#### 8. TRADITIONAL HANUKKAH INGREDIENTS

Honey, Sweet Potatoes (Yams), Soup Mix (root vegetables), Walnuts, Raisins, Onions, Parsnips, Apples, Oranges, Tangerines, Potatoes for Latkes, Falafel, Donuts, Chocolate Candy (Gelt)

**Hanukkah 2022 is December 18 (begins at sundown) - December 26.**



#### 9. CATER TO THE DO-IT-YOURSELF VEGGIE TRAY MAKERS

Specifically with: Celery & Carrot Sticks, Baby Carrots, Broccoli Crowns, Cauliflower Florets, all Colored Peppers - Red, Yellow & Orange, Radishes, Broccoli, Cauliflower, Celery, sliced and whole White Mushrooms, Grape & Cherry Tomatoes, Scallions, Cucumbers, Green & Yellow Squash, Avocados, and Asparagus. Fresh dips, dressings, and guacamoles are big sellers.

#### 10. ETHNIC SPECIALTIES

**Mediterranean:** Artichokes, Broccoli Rabe, Savoy Cabbage, Escarole, Endive, Fennel/Anise, Long Hot Peppers, Red Peppers, Green & White Asparagus

**Eastern European:** Fresh Dill, Parsley Root, Horseradish Red Cabbage, Celery Root, Beets, Leeks

**Latino Cuisine:** Cilantro, Tomatillo, Batata, Yuca, Eddoes, Yautia, Plantains, Calabaza, Avocados, Chayote, Meridol Papaya, Butternut & Acorn Squash, varietal Eggplant

**Southern Cooking:** Collards - bunched and shredded, Kale, Black-Eyed Peas, Sweet Potatoes

#### 11. ORDER & DISPLAY PLANNING TIPS

- Key Christmas displays should be in place by December 16th to maximize sales and profits and to keep your labor force as efficient as possible.
- Bring in your tonnage and items on your deliveries December 16th-19th.
- Stay ahead on your "hard goods" like potatoes, onions and dips. Your shrink risk is minimal, but if you are out of product and waiting for deliveries you are going to miss sales and disappoint customers.
- Keep bananas with good yellow color on display - these are great in fruit salads! Stay ahead with color.
- Beginning on the Wednesday prior to Christmas, every day will be busy and you'll want to capture as many sales as you can.

#### 12. SMART LABOR PLANNING

- Develop an off-hour or evening fill schedule for your "hard goods", like nuts, dried fruit, potatoes, and onions, and "longer code date value-added" items, like salad dressings & dips, salsa, guacamole, hummus, and croutons, juices and jarred fruits, fruit mixes, and snacks.
- Daytime labor should be focused on fruit, vegetable, salad displays and engaging your customers.
- Large orders are expected for delivery on 12/22 and 12/23. Plan ahead so you won't be waiting on items those days that could have been brought in earlier.